THE CLAIMS:

1. A method of enabling anonymous electronic redemption of a token printed as part of a product label, the product label including machine-readable coded data, the method including the steps, performed in a computer system, of:

receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling electronic capture of: token data of the token; and a product identifier associated with the product label;

assigning an alias ID to the token data; and

transmitting the token data, the product identifier and the alias ID to a token administrator configured to redeem the token electronically.

2. The method of claim 1, further including the step, performed in the computer system, of receiving, from the token administrator, token redemption data indicative of the redemption of the token, the token redemption information including the alias ID.

3. The method of claim 2, further including the step of sending, to a user associated with the sensing device, the redemption information.

4. The method of claim 3, the sensing device having captured a digital form of token information as the sensing device was used to write the token information on the label, the method including the step, performed in the computer system, of receiving the digital form of the token information captured by the sensing device and transmitting it to the token administrator with the token data.

5. The method of claim 3, wherein the interaction data identifies the label and a position of the sensing device relative to the label, thereby to enable the computer system to identify the label and determine how the sensing device has been used to interact with the label.

6. The method of claim 5, further including the step of receiving, in the computer system, movement data indicative of movement of the sensing device relative to the label, the movement data having been generated by the sensing device using at least some of the sensed coded data.

7. The method of claim 3, wherein the interaction data is indicative, in the computer system, of the sensing device having been used to instruct printing or submission of the token.

8. The method of claim 5, wherein interaction data includes an identity of the label, the identity of the label further enables a token administrator to confirm that a product item was legitimately purchased.

9. The method of claim 8, wherein the identity of the label is a unique product item identifier.

10. The method of claim 9, wherein the unique product item identifier is an electronic product

code.

11. The method of claim 10, wherein the coded data is substantially invisible to a human.

12. The method of claim 3, further including the step of receiving, from the token administrator, information regarding the redemption of the token in the token administrator, the information being addressed to the alias ID.

13. A method of enabling a user to anonymously redeem a token via interaction of a sensing device with a product label, the product label including human-readable information relating to the token and machine-readable coded data relating to an identity of the label, the method comprising the steps of:

sensing, while the user responds to the human-readable information by interacting drawing on the label with the sensing device, at least some of the coded data with the sensing device;

generating, in the sensing device, interaction data comprising an identity of the label and a position of the sensing device relative to the coded data, the interaction data being based at least partially on the sensed coded data; and

sending, to a computer system, the interaction data for enabling the computer system to transmit the interaction data to a competition administrator that correlates the interaction data with the token offer and records a token redemption, wherein the computer system is configured to transmit the token offer to the competition administrator in such a way that the user remains anonymous with respect to the competition administrator.

14. The method of claim 13, further including the step of receiving, from the token administrator and via the computer system, token redemption data indicative of the redemption of the token.

15. The method of claim 14, wherein the step of sensing the coded data includes sensing the coded data as the sensing device is moved relative the label.

16. The method of claim 14, wherein a region of the human-readable information relates to the token, and the interaction data generated as a result of the sensing device being positioned at or moved within the region causes generation of the interaction data that causes the token to be redeemed when that interaction data is sent to the computer system.

17. The method of claim 14, wherein the interaction data is indicative, in the computer system, of a request for further information about the token offer or an inquiry about a result of the token redemption.

18. The method of claim 17, wherein the interaction data is indicative, in the computer system,

of the sensing device having been used to answer a question for the token redemption or select a check box.

19. The method of claim 17, wherein the interaction data is indicative, in the computer system, of the sensing device having been used to instruct printing or submission of the token.

20. The method of claim 14, wherein the identity of the label further enables a token administrator to confirm that a product item was legitimately purchased.

21. The method of claim 20, wherein the identity of the label includes a unique product item identifier.

22. The method of claim 21, wherein the unique product item identifier is an electronic product code.

23. A system for enabling anonymous electronic redemption of a token on a product label, via a sensing device configured to sense coded data from the product label and generate interaction data representing the interaction of the sensing device with the coded data, the system including a computer system configured and programmed to:

receive the interaction data;

correlate the interaction data with a token offer and a product identifier;

assign an alias ID to the token data; and

transmit the token data, the product identifier and the alias ID to a token administrator configured to redeem the token electronically.

24. The method of claim 23, further including the step, performed in the computer system, of receiving, from the token administrator, token redemption data indicative of the redemption of the token, the token redemption information including the alias ID.

25. The method of claim 24, further including the step of sending, to a user associated with the sensing device, the redemption information.

26. The system of claim 24, wherein the product label comprises human-readable information relating to the token offer and the coded data relates to an identity of the label.

27. The system of claim 26, wherein the identity of the label includes a unique product item identifier.

28. The system of claim 27, wherein the unique product item identifier is an electronic product code.

29. A system for enabling anonymous and electronic redemption of a token forming part of a

product label, the product label including human-readable information relating to the token and machine-readable coded information relating to an identity of the label, the system comprising a sensing device configured to:

sense at least some of the coded data while a user responds to the human-readable information by interacting with the label;

generate interaction data comprising an identity of the label and a position of the sensing device relative to the coded data;

send, to a computer system, the interaction data for enabling the computer system to transmit the interaction data to a competition administrator that correlates the interaction data with the token offer and records a token redemption, wherein the computer system is configured to transmit the token offer to the competition administrator in such a way that the user remains anonymous with respect to the competition administrator.

30. The system of claim 24, further including the step, performed in the computer system, of receiving, from the token administrator, token redemption data indicative of the redemption of the token, the token redemption information including the alias ID.

31. The system of claim 24, further including the step of sending, to a user associated with the sensing device, the redemption information.

32. The system of claim 24, wherein a region of the human-readable information relates to the token, and the interaction data generated as a result of the sensing device being positioned at or moved within the region causes generation of the interaction data that causes the token to be redeemed when that interaction data is sent to the computer system.

33. The system of claim 24, wherein the interaction data is indicative, in the computer system, of a request for further information about the token offer or an inquiry about a result of the token redemption.

34. The system of claim 24, wherein the interaction data is indicative, in the computer system, of the sensing device having been used to answer a question for the token redemption or select a check box.

35. The system of claim 24, wherein the interaction data is indicative, in the computer system, of the sensing device having been used to instruct printing or submission of the token.

36. The system of claim 24, wherein the identity of the label further enables a token administrator to confirm that a product item was legitimately purchased.

37. The system of claim 24, wherein the product label comprises human-readable information relating to the token offer and the coded data relates to an identity of the label.

38. The system of claim 37, wherein the identity of the label includes a unique product item identifier.

39. The system of claim 38, wherein the unique product item identifier is an electronic product code.

40. The system of claim 24, further comprising a display device, wherein interaction with at least one of the button fields with the sensing device causes the computer system to display information on the display device.

41. A product label including machine-readable coded data and human-readable information including token information, the product label being configured for use with the method of claim 1 or 13, or the system of claim 23 or 29.

42. A method according to claim 1, for enabling entry to a competition via machine-readable coded data on an entry form on a printed label of a product, the method including the steps of:

receiving, in a computer system, interaction data from a sensing device, the interaction data representing interaction of the sensing device with the coded data on the entry form, the interaction data allowing the competition entry to be electronically captured in the computer system; and

transmitting the competition entry to a competition administrator.

43. A method according to claim 1, using a product label for enabling entry to a competition, the product label comprising:

machine-readable coded data indicative of at least an identity of the label, said machine-readable coded data being readable by a sensing device as the sensing device is moved across the product label, thereby to produce interaction data for enabling the competition entry;

human-readable information pertaining to the competition, the human-readable information being at least partially coincident with the machine-readable coded data, the human-readable information including at least one field element that has a corresponding zone defined in relation to it in a page description stored in a remote computer system.

44. A method according to claim 1, for enabling anonymous entry to a competition via a printed competition entry form that includes machine-readable coded data, the method including the steps, performed in a computer system, of:

receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;

assigning an alias ID to the competition entry; and

transmitting the competition entry to a competition administrator with the alias ID, thereby enabling the anonymous entry to the competition.

45. A method according to claim 1, for enabling anonymous entry to a competition, the competition being entered by interaction of a sensing device with a product label to generate interaction data indicative of at least an intention to enter the competition, the method including the steps, performed in a computer system, of:

identifying a first telecommunication address of the entrant from: an identity of the sensing device received or determined in the computer system; or the interaction data;

associating a temporary telecommunication address with the first telecommunication address;

sending the temporary telecommunication address and interaction data to a competition administrator;

receiving, from the competition administrator, information from the competition administrator addressed to said temporary telecommunication address; and

forwarding the information from the competition administrator to the first telecommunication address.

46. A method according to claim 1, for: enabling an entrant to enter a competition; and limiting subsequent communication between a competition administrator and the entrant; via a sensing device interacting with machine-readable coded data on a printed competition entry form, the method comprising the steps, performed in a computer system, of:

(a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;

(b) transmitting the competition entry to the competition administrator; and

(c) enabling transmission of up to a predetermined number of electronic messages from the competition administrator to the entrant.

47. A method according to claim 1, for limiting communication between an application and a user, via a sensing device interacting with machine-readable coded data printed on a surface, the method comprising the steps, performed in a computer system, of:

(a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling identification of the application;

(b) transmitting information based on at least some of the interaction data to the

application; and

(c) enabling transmission of up to a predetermined number of electronic messages from the application to the user.

48. A method according to claim 1, for enabling an entrant to enter an instant win competition via a printed competition entry form that includes machine-readable coded data that can be sensed by a sensing device configured to generate interaction data based on the sensed coded data, the method comprising the steps, performed in a computer system, of:

receiving the interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be captured in the computer system;

transmitting the competition entry to a competition administrator that is configured to determine whether the competition entry is an instant win entry.

49. A method according to claim 1, for enabling anonymous and electronic redemption a plurality of tokens, wherein each the plurality of tokens is disposed on a product label and includes coded data that can be used to determine a unique product identifier of the product label with which it is associated, the method including the steps of:

using a sensing device, and for each of the plurality of tokens:

(a) generating interaction data by sensing at least some of the coded data of the token, the interaction data representing interaction of the sensing device with the coded data; and

(b) forwarding the interaction data to a computer system, for enabling the token offer and the product identifier associated with the product label to be captured electronically in the computer system, thereby enabling the computer system to transmit the token offer and the product identifier to a token administrator; and

receiving token redemption information from the token administrator after a predetermined combination of token offers relating to a plurality of the product identifiers and or token offers has been transmitted to the token administrator.

50. A method according to claim 1, for enabling entry to a competition using a printed competition entry form including coded dada readable by a sensing device as the sensing device is used to interact with the entry form, the method including the steps, performed in a computer system, of:

receiving, from the sensing device: interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system; and a sensing device ID of the sensing device;

allocating a temporary registration to the sensing device ID or to a user of the sensing device, the registration including a return electronic address associated with the sensing device ID or the user;

transmitting the competition entry to a competition administrator; and

verifying competition entry via the return electronic address.

51. A method according to claim 1, for validating entry to a competition via interaction of a sensing device with a printed competition entry form comprising coded data indicative of a unique product identifier, the method comprising the steps, performed in the computer system, of:

receiving, from the sensing device, the product identifier and interaction data representing interaction of the sensing device with the coded data, the interaction data including at least the unique product identifier and enabling a competition entry to be electronically captured in the computer system; and

transmitting the product identifier and the competition entry to a competition administrator for validation of the competition entry at the competition administrator by verification of the product identifier.